



Tourism & Events Department  
7506 E. Indian School Road  
Scottsdale, AZ 85251  
480.312.7177

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**To:** David Scholefield, Chairperson  
Tourism Development Commission

**From:** Steve Geiogamah, Tourism Development Manager

**Date:** July 18, 2017

**Subject:** Tourism Related Project Evaluation

At the June TDC meeting staff presented an evaluation conducted by city and Experience Scottsdale staff regarding ten tourism related projects. The evaluation was conducted using criteria developed with assistance from the commission.

Following the meeting staff requested that the commission use the evaluation tool to evaluate and rank the same tourism related projects. The evaluation was requested as a project ranking exercise with a request for what additional information would be helpful in evaluating projects.

General consensus regarding additional information required included identifying funding sources other than bed tax and the need to have as much detail regarding the project to make an informed decision regarding the scope and the potential impact of moving forward with the project or not.

The following are the three top ranked projects:

- 1) Desert Discover Center
- 2) WestWorld
- 3) Canal Convergence

#### Next Steps

Following TDC discussion and possible recommendations staff will proceed accordingly regarding use of the project evaluation tool.

	Bike Share	Canal Banks	Canal Convergence	Civic Center	Desert Discovery Center	Downtown Scottsdale (Scottsdazzle/Western Week)	Event Parking - WW	Stadium	Scottsdale Road	WestWorld
<b>Attracts new or repeat markets particularly during the non-peak season</b> If Scottsdale can build visitation during the non-peak season, greater overall utilization of existing industry assets is achieved thereby increasing overall industry-wide profitability. <b>30 points</b>	10	18	69	39	72	34	25	37	14	68
<b>Enhances Scottsdale's national and/or Southwest image</b> This recognizes Scottsdale's need for destination attractions that overcomes the market's view of Scottsdale as strictly a pleasant weather destination. It is important to actually offer visitor experiences that appeal to travel writers and meeting planners and others in the "travel influencing" field. A destination attraction-project that is actually unique in character and truly indigenous can greatly assist building such an image. <b>30 points</b>	16	27	63	33	88	36	20	42	15	75
<b>Increases visitor length of stay and stimulate spending opportunities</b> A destination opportunity that increase an extra day or two spent in Scottsdale by visitors can have a measurable effect on the overall occupancy rate (profitability) of the local industry. <b>20 points</b>	5	14	34	12	34	16	15	19	10	46
<b>Creates positive impact on the non-hotel property sector of the visitor industry</b> This is particularly important to the non-accommodation sector of Scottsdale's visitor industry. Thus, this criteria is factored in to balance those criteria that focus, for example, on spreading visitation to the shoulder seasons, or increasing length of stay. <b>15 points</b>	19	27	37	28	31	36	20	29	28	35
<b>Maintains or enhances Scottsdale's quality of life and lifestyle</b> The manner in which an attraction/project affects the quality of living in Scottsdale is an important consideration. Should a particular attraction rank high with respect to other criteria, but negatively affect the overall quality of life in Scottsdale, that attraction should be eliminated. An event or facility that further improves upon the community's way of life should be credited for doing so in the overall evaluation process. <b>5 points</b>	10	11	12	13	17	12	11	13	8	11
<b>TOTAL</b>	60	97	215	125	242	134	91	140	75	235
<b>Rank</b>	10	7	3	6	1	5	8	4	9	2

## Bike-Share

### Description

Bike-share programs have become increasingly popular in cities around the world. While there are many reasons for their popularity, one reason is that they provide an enjoyable, low-cost way for both residents and visitors to easily move throughout an area, often focused on a city's downtown. Scottsdale regularly competes with other warm-weather cities for leisure and group business. Of our top 11 markets, only two do not currently have bike share, and one of those communities will be implementing a bike-share program this year. Bike-share programs are costly. There are federal grant programs that would cover a portion of the infrastructure costs. However, the process can take 2-3 years before a city can actually implement bike-share. Potentially utilizing tourism development funds, could expedite a bike-share program in Scottsdale.

### Additional Information

### Additional Resource

<http://www.azcentral.com/story/news/local/scottsdale/2017/06/29/scottsdale-metro-phoenix-city-bike-share-program/430696001/>

**Canal Banks**

Description

Expand and enhance public space along Canal Banks i.e. Marshal Way Bridge, Soleri Bridge Plaza that provides better connectivity, activation and event space. Most likely an expansion would be a private public partnership. This concept is a part of the Downtown Public Space Master Plan with Holly Street Studios.

Additional Information Needed

## Canal Convergence

### Description

The Tourism Development Commission and Tourism Advisory Task Force unanimously determined that Canal Convergence has the potential to become a destination event. The City Council also unanimously agreed that there is tremendous capacity for a multi-disciplinary, 10-day destination event that encompasses all of downtown Scottsdale as well as other areas throughout the City of Scottsdale with performances, installations and innovative creations, meetings and conferences. As a result, Canal Convergence will transition from an in-season four day event (February) to a non-season 10 day event (November). Expansion of the actual Canal Convergence will take place throughout portions of Downtown as well as a series of up to 12 events, meetings or conferences throughout Scottsdale.

### Additional Information Needed

## Civic Center

### Description

The goal of the Civic Center Master Plan is to address infrastructure deficiencies, improve public park amenities, expand performance and festival capabilities, and create a destination point and economic catalyst. An update to Scottsdale's Civic Center will be based on input gathered reflecting necessary improvements, upgrades, and expansion of uses for both citizens and visitors from near and far for both small informal activities, and allow the destination to be competitive in attracting large scale tourism events.

### Additional Information Needed

## **Desert Discovery Center**

### Description

The proposed Desert Discovery Center (DDC) potentially at the Gateway to the McDowell Sonoran Preserve is envisioned to provide opportunities for residents and visitors to discover the story of the Upper Sonoran Desert. Through exhibits and environmental experiences presented in a natural setting, the center will inspire learning about the desert through programs designed to encourage preservation and instill a sense of harmony with and respect for the desert environment in which we live.

### Additional Information Needed

## **Downtown Scottsdale Marketing & Event Promotions**

### **Description**

Regionally promote and market Downtown Scottsdale through a research-based branding campaign to include marketing, advertising, public relations and social media. The Tourism & Events Department (TED) would utilize advertising and public relations agencies to draw visitors from within Maricopa County. As such, the plan will augment and not conflict with Experience Scottsdale who promotes the entire City of Scottsdale as a destination with a large portion of its efforts and advertising outside of Arizona. Additionally, TED would continue to work closely with Experience Scottsdale on all of Downtown Scottsdale branding, marketing and advertising initiatives.

Another component of Downtown Scottsdale marketing are event promotions i.e. Scottsdazzle and Western Week. Heritage. TED would create additional activations and potentially events to activate Scottsdazzle and Western Week. Additionally, TED would utilize its advertising and public relations agencies to create focused campaigns for these event promotions.

### **Additional Information Needed**



## Event Parking at WestWorld

### Description

Many discussions, and a study, about the Bell Road Corridor event parking have taken during the past two years. The growing parking demand and needs of mega events Barrett Jackson Collection Car Auction and the Waste Management Open are a forefront of these discussions. As part of the discussions, a study resulted - The Bell Road Corridor Parking Study - that assessed large event parking needs, existing and potential adjacent property parking needs, and determined parking and shuttle supply alternatives. It also Identified the possibility to purchase vacant Arizona State Land Department parcel that is currently utilized for event parking, and functions as a second entrance to WestWorld to potentially build a parking garage. While no final plans have been made, the need for future parking demands for mega events is evident.

### Additional Information

### Additional Resource

<http://www.scottsdaleaz.gov/Assets/ScottsdaleAZ/Planning/studies-reports/BRC+Parking+Study.pdf>

## Stadium

### Description

The City has contracted with Populous to create a masterplan for the future upgrades, expansion and growth of the Scottsdale Stadium as well as two baseball training facilities, one at Indian School Park and the other at Papago Baseball Complex. There is a long list of upgrades that are part of the master plan to improve the stadium and practice facilities. Some of those include: extending the roof overhang; put fixed seating in left- and right-field bleacher areas; locker room and press box suites expansions; and exploring more parking options such as expanding Civic Center Parking Garage. Scottsdale Stadium houses the San Francisco Giants during Cactus League Spring Training as well as the Arizona Summer League and the Scottsdale Scorpions of the Arizona Fall League. The stadium also plays host to several other year-round events.

### Additional Information Needed

## Scottsdale Road

### Description

As part of Downtown Scottsdale 2.0, the contractor noted that Scottsdale Road did not have the ambience or pedestrian walkability for such a prominent street within downtown. This potential project would enhance the Scottsdale Road streetscape and pedestrian walkways from the couplets (approximately Chaparral to Osborn Roads). One example of what Scottsdale Road could become is El Paseo in Palm Desert a beautifully maintained picture-postcard mile. This project would not reduce the number of lanes, maintaining its purpose as a major street, but would narrow those lanes to provide for larger pedestrian sidewalks. Another enhancements would include landscape and continuity within existing medians.

### Additional Information Needed

## WestWorld

### Description

WestWorld, the City of Scottsdale's equestrian and special event facility, is dedicated to providing public recreational opportunities and an entertainment venue. The venue features meeting and event facilities a 10-acre turf area, the Monterra catering facility, 9 horse arenas, and 400+ RV spaces. Annual major events hosted at WestWorld include the Scottsdale Arabian Horse Show, Barrett-Jackson Classic Car Auction, and the Sun Country Quarter Horse and Reining Circuit. As such, as a major facility for events and meetings, continued enhancements are important such as temporary arenas, base ground materials, civil and electrical restorations, and dismantling/replacing the city tent, etc.

### Additional Information Needed